

Statewide Lodging Performance by County Second Quarter 2007

	Occupancy Rate		Average Daily Room Rate (ADR)		Revenue Per Available Room (REVPAR)		Room Demand		Room Supply	
	Q2	% change*	Q2	% change*	Q2	% change*	Q2	% change*	Q2	% change*
Apache County	69.0%	6.1%	\$73.95	7.5%	\$51.10	14.1%	20,778	7.8%	30,091	1.1%
Cochise County	75.2%	11.1%	\$63.08	10.4%	\$47.43	22.7%	59,896	16.8%	79,747	3.8%
Coconino County	77.2%	4.0%	\$86.02	5.3%	\$66.67	9.4%	245,123	4.1%	317,303	0.1%
Gila County	76.9%	13.1%	\$72.51	9.0%	\$55.80	23.3%	25,072	13.1%	32,608	0.0%
Graham County	79.7%	9.3%	\$71.37	10.8%	\$56.90	21.2%	9,142	9.3%	11,466	0.0%
Greenlee County	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
La Paz County	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%	N/A	0.0%
Maricopa County	66.8%	-1.7%	\$114.40	5.2%	\$77.34	3.4%	1,039,671	-1.8%	1,556,801	-0.1%
Mohave County	62.1%	0.3%	\$76.77	3.1%	\$47.68	3.4%	79,864	0.0%	128,638	-0.3%
Navajo County	69.4%	6.4%	\$63.49	4.1%	\$44.25	10.8%	68,330	6.4%	98,430	0.0%
Pima County	66.2%	-0.3%	\$93.22	7.3%	\$62.00	7.1%	304,376	-2.1%	459,872	-1.4%
Pinal County	63.6%	-0.2%	\$72.74	3.8%	\$46.62	3.6%	28,086	3.0%	44,195	2.4%
Santa Cruz County	71.9%	-0.7%	\$71.49	9.9%	\$51.42	9.0%	20,530	1.2%	28,590	1.4%
Yavapai County	75.9%	2.2%	\$129.86	9.6%	\$98.61	12.0%	104,123	2.4%	137,216	0.1%
Yuma County	60.5%	-5.1%	\$73.75	7.8%	\$44.81	2.2%	50,575	-1.9%	83,659	2.6%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.